



The Wyoming Office of Tourism (WOT), the only statewide Destination Marketing Organization (DMO) dedicated to growing Wyoming's tourism economy, is seeking an **Industry Relations Manager** to join the Strategic Partnerships team.

The Strategic Partnerships department serves Wyoming by proactively developing relationships that will positively impact Wyoming's visitor economy. This is achieved through film production, industry relations, visitor engagement and corporate and non-traditional partnerships.

The primary role of the **Industry Relations Manager** is to manage ongoing industry relations programs aimed at maximizing the impact of our partnerships. The Wyoming Office of Tourism (WOT) has worked to establish an industry development strategy to help guide the industry through a strategic progression of WOT programs to facilitate continued growth for public and private industry partners at all levels of tourism marketing capabilities. In addition, the development of ongoing advocacy and education efforts play a critical role in helping to ensure that policy makers, residents and visitors are aware of the impact that tourism plays in economic and social prosperity for Wyoming.

**Responsibilities:**

- Manage industry development strategy and technical assistance offerings by aligning WOT program opportunities with partner objectives.
- Develops, monitors and evaluates partnership opportunities, investments and partnership satisfaction through partnership system and annual satisfaction survey.
- Coordinates regular conference calls/meetings with industry partners including attendance at committee meetings to plan, develop and implement WOT programs.
- Develops and manages ongoing advocacy and industry communication efforts specific to tourism related issues.
- Responsible for public speaking, presentations, technical training and requests from regional associations, lodging tax boards and local governments to provide informative guidance.
- Serves as a liaison between WOT and federal, state, tribal and industry partners on collaborative marketing and development initiatives.
- Manage Industry Relations budget, invoices and technical assistance requests including tracking matching funds requirements.

**Experience & Required Skills:**

- Successful candidate must be a creative self-starter with a strong ability to consider a wide and diverse audience. Must be capable of exercising independent judgment, discretion and initiative while utilizing tact and courtesy in frequent contact with business and industry representatives, government officials and the general public.
- Must be skilled at relationship building, problem solving and conducting oneself with diplomacy and independence.
- Knowledge of Salesforce and Microsoft Office products including PowerPoint presentation software. Also, working knowledge of social media platforms is preferred.
- Education and/or training equivalent to a Bachelor's degree in Tourism, hospitality or a related field plus at least three (3) years professional experience developing tourism related initiatives.

**Applications are available on the web:** [www.wyomingofficeoftourism.gov](http://www.wyomingofficeoftourism.gov). Send application, cover letter resume and salary history to Chava Case at the Wyoming Business Council, 214 W. 15th Street, Cheyenne, WY 82001 or e-mail applications to [wbc-applications@wyo.gov](mailto:wbc-applications@wyo.gov). Position is open until filled however application materials received by **November 26, 2014** will receive priority consideration.

Excellent salary and benefits package. The Wyoming Office of Tourism is an at-will employer. This position is located in Cheyenne, WY.